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# CommUNO

School of Communication - Spring 2010

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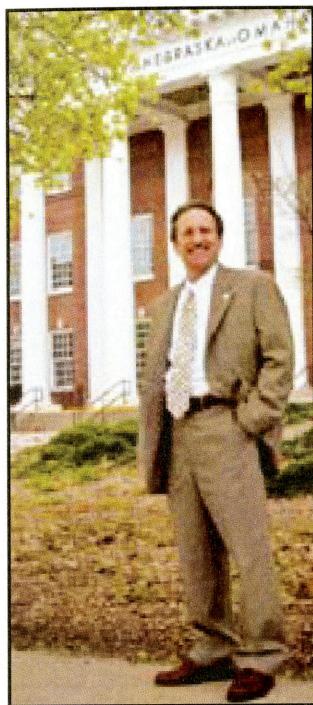


Maverick PR, UNO PRSSA wins F.H. Teahan Outstanding Chapter Award at the 2009 PRSSA National Conference in San Diego



# School looks at curriculum and convergence

Jeremy Lipschultz, school director



- Photo by Chris Massara

Faculty revisited the School of Communication mission statement and aligned it with eight assessment goals. These are being applied to an assessment of the public relations/advertising sequence, which has the school's largest number of majors.

You may have heard that UNO's Public Relations Student Society of America chapter was named the outstanding overall chapter out of 309 chapters at the national conference in San Diego in November. At the same time, the Maverick Solutions student PR firm continues to build its client list and service to the community.

Community engagement is a growth area of emphasis for the School of Communication and the campus. A proposed Community Engagement Center may open as early as 2012, and the school will likely play an important role in its development. As the school year moved toward its conclusion, UNO Forensics qualified all team members in a record 45 events at Nationals in Eau Claire, Wis. The team broke into the Top 10 with an 8th place finish. Cameron Logsdon became national champion in oral interpretation. The squad was coming off an amazing state tournament in which UNO Forensics finished in a virtual dead heat for top honors, and several students were state champions in public speaking.

We have heard repeatedly the keys to student success

School of Communication faculty took a cutting-edge look at curriculum during the 2009-10 academic year. We leveraged funding from the University of Nebraska teaching award to bring experts to campus.

Al Tompkins from the Poynter Institute reviewed mass communication programs and urged focus on our highest priorities. David Mathison from BeTheMedia.com explored models that empower content producers. Both demonstrated innovative tools for communication experts.

The fresh directions are feeding a broad review of curriculum in all our programs.

in all areas for the future: storytelling and flexibility. One of my Online Media students from fall semester, Patrick Favara, edited CommUNO. As we talked in my office recently, he noted that the rapid industry changes have forced him to keep learning outside of the classroom: "It's almost like I'm starting over," the senior says, because of "the things I have to learn."

The same is true for alumni. At a recent Omaha Press Club workshop, several alumni were on hand to take their newspaper storytelling abilities and learn to apply these skills in the art of video editing for backpack journalism. The can-do attitude keeps our graduates at the top of their game. No wonder Teresa Paulsen, ConAgra Foods' vice president of corporate communications, was named PRSA Nebraska Professional of the year; Katie Kassebaum Godbout, public relations director of the Boy Scouts of America Mid-America Council, was selected as AAF Rookie of the Year; and Rudy Smith received the Omaha Press Club Career Achievement Award.

Let's give our award-winning faculty some credit, too. Professor and Chair Emeritus Hugh Cowdin received the Omaha Press Club Journalism Educator Award, and Associate Professor Hugh Reilly was recognized with the College of Communication, Fine Arts and Media Alumni Teaching Award.

News is breaking on almost a daily basis.

**Editor-in-chief:**  
Patrick Favara

**Faculty Adviser:**  
Karen Weber

**Professional Adviser:**  
Julie Hansen

**Contributors:**  
Andrea Ciurej  
Zak Davis  
Barry Glynn  
Chip Kalina  
Joanna LeFlore  
Chris Massara  
Tiffany Price  
Jeff Schmid  
Sarah Waller

For more, please follow us @CommUNO on Twitter and join the UNO School of Communication "fan page" on Facebook. We would love to hear from you and are proud of our commitment to the Omaha community.



# Forensics team sets new records at nationals

Barry Glynn

**C**ameron Logsdon, a junior in Speech Communication, became the UNO Forensics team's first national champion. He defeated more than 150 other qualified national competitors in the Program of Oral Interpretation at the 2010 American Forensics Association-National Individual Events Tournament.

"It was mostly just pride," says Logsdon when asked how he felt about the triumph. "I juggle a lot of things in my life, so to keep forensics in takes a lot of sacrifices, but to hear my name called for that championship just made it worth it."

The team finished in the top 10 for the first time in its brief existence at the event held in Eau Claire, Wis., on April 2, 3 and 4.

"To say that the team we've built at UNO is exceptional doesn't even begin to cover the details of our experience," says Abbie Syrek, the team's coach and adviser. "In Eau Claire we accomplished a goal we never thought possible."

UNO took 13 students, qualifying in a UNO record 45 total events, to nationals this year. To put the achievement in perspective, Logsdon compared it to the difficulty small businesses have trying to compete with big business.

"The bigger schools set the mark," Logsdon says. "They have more staff, more students, bigger budgets and more history – the Top 10 are almost always the same." Logsdon says having a small team actually proved to be an advantage against the bigger teams.

"You build such strong relationships in such a small group, it becomes like a family," Logsdon says. "For bigger schools, it just isn't like that."

The long days of travelling to tournaments in places like Texas, Wisconsin or Illinois with 13 students inside a van makes "the bond (between team members and coaches) very strong," Syrek says. "They're the best and they work so hard, and not just about speech. "They know how to advocate, which I think is the mark of a responsible citizen."

Syrek encourages the team to approach its competitive stage as a forum for advocacy regarding social, political and cultural issues.

"We put special focus on ensuring that the speeches they prepare have a socially relevant theme," Syrek says. "If you're going to talk, why not say something that matters because not everyone has that chance to talk to a captive audience."



**The forensics team poses for a picture after the awards ceremony at the national tournament. - Photo courtesy of Ryan Syrek**



**Coach Abbie Syrek prepares Tessie Stednitz (left) and Allison Henri (right) for their quarter-final rounds at the national tournament. - Photo courtesy of Ryan Syrek**



**Forensic Team show off its national awards. - Photo courtesy of Ryan Syrek**



# PRSSA named outstanding national chapter

Tiffany Price

**U**NO's Public Relations Student Society of America set a new standard of excellence in 2009, both locally and nationally, winning three national awards, including Outstanding Chapter.

All 309 PRSSA chapters across the nation are eligible to apply for the award, which recognizes a chapter that displays outstanding community and university service, professional development, strong faculty and professional advisers and ties to the state chapter.

UNO PRSSA also took first place in the 2009 National Ethics Advocacy Competition and third place in the National Organ Donor Awareness Competition.

Karen Weber, PRSSA faculty adviser, says though she appreciates the awards, the personal accomplishments leave the biggest mark. "The recognition is wonderful, but the lessons you learn are equally, if not more, important," Weber says. "It shows what dedication and follow-through can do for a chapter."

Cassie Prestia, president of PRSSA, and Jessica Legg, PR director, agreed with Weber. "It was just such an honor. It meant a lot to us, to work hard all year," Prestia says. "This made us aware that we are capable of doing anything," Prestia says the award sets a standard for the chapter and motivates recruits. "This award showed newer members what we know and who we are."

Legg says PRSSA earned the award because of the hard work and dedication it demonstrated to the judges. "It's about the attention to detail that you show in all of your campaigns," Legg says. "When it came time for the judges to choose, they saw an all-around package of what a PRSSA group should be doing."

Weber also credited the School of Communication faculty for providing a strong foundation in developing students' professional skills. "The faculty support of our activities has been a major factor in our success," she says. "I really appreciate the unwavering commitment to PRSSA made by Dr. Lipschultz, our school director, and Dean Baker."

The chapter has gained respect on campus by taking UNO's mission of community engagement to heart. PRSSA works in the community by partnering with local nonprofit organizations from planning special events to public awareness campaigns. Food Bank for



**Maverick PR accepts its national award at the PRSSA National Conference Banquet.** - Photo courtesy of Andrea Ciurej

the Heartland, Nebraska Organ Recovery System and U.S. Marines Toys for Tots are among the agencies assisted by PRSSA. Weber says these initiatives not only further develop students' skills in public relations and advertising but provide needed service to local groups.

"By giving back to the community, students essentially learn PR skills through their work," Weber says.

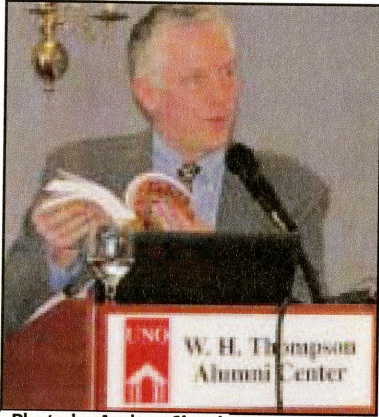
Maverick Solutions, the chapter's student-run public relations firm, also played a major role in earning the Outstanding Chapter award. Weber says the firm's account work for such clients as the UNO Voices Against Violence, ConAgra Foods' Scouting for Food, the Nebraska chapter of the MS Society and Kids Can Community Center, formerly known as Social Settlement, demonstrated the skills and professionalism of its members.

Building on the past year's accomplishments and recognition, Weber says her key goal is to develop the next group of PRSSA students. "I've learned to be a better adviser through the years and try to offer different opportunities to newer members so that they can develop leadership skills for when the seniors graduate."



# Media guru says 'think outside the box'

Andrea Ciurej



- Photo by Andrea Ciurej

**N**ew York Times bestselling author and agent of change Seth Godin said in a February 2010 blog post: "It's easier to teach obedience and compliance than it is to teach innovation and entrepreneurialism."

David Mathison, an internationally recognized

media expert, reflected on this need for innovative education while promoting his book "Be the Media: How to Create and Accelerate Your Message...Your Way" on Feb. 26 at UNO's Thompson Alumni Center.

"The challenge in both teaching and learning is that schools are still built on this industrial age, factory mentality," Mathison says. "Teachers are widgets and students are caught in the wheel."

Mathison says we are in a Renaissance Era.

"What we really need today is students and teachers who are really focused on innovation and focus on people doing things outside of the box," he says. "We don't reward the innovators and hard workers and those that are thinking outside of the box."

Mathison encouraged the audience to tweet messages, text and take photos while tuning into his conversation to promote this innovation.

"The factory model of education is what needs to change the most," he says. "You really ought to teach innovation, entrepreneurialism and stop chastising and putting people in a box when they come to school."

Teachers need to embrace these new tools and teach students how to become entrepreneurs, rather than telling what they should learn.

"The stuff that you learn, especially in media communication, the things that you learn as a freshman, are going to be outdated by the time you're a senior," he says.

For example, YouTube, a video-sharing website launched in 2005, is one of several new media of broadcast television; Facebook, a global social-networking site launched in 2004, is a new medium of blogging and Twitter, a social-networking tool launched in 2006, is a form of microblogging

equivalent to a text message.

Upon graduation, it's important to learn all aspects of journalism such as creating and editing video, having exceptional writing skills and managing a blog site.

"All of these walls are starting to come down, and rightfully so," Mathison says. "The most important thing I think is that you need to know how to tell a story."

Journalists cannot beat anybody anymore, Mathison says.

"The toothpaste is out of the tube," he says. "You can't have employees with cell phones and video cameras throughout the world compete with all of us."

Mathison gave an example of how an ordinary person used his cell phone to tweet a message and image of the Hudson River plane crash on Jan. 15, 2009.

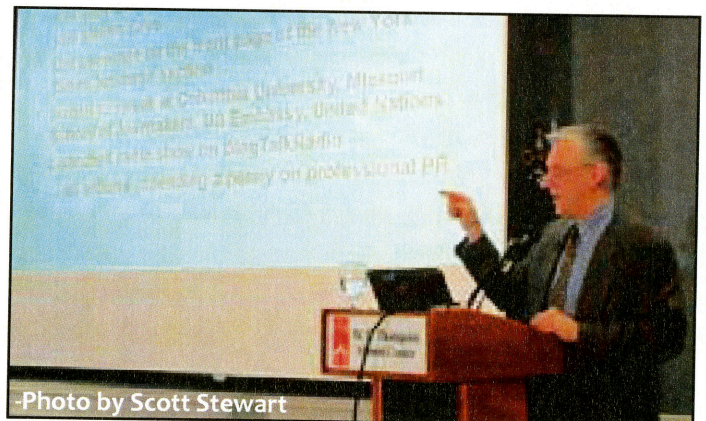
"There's a plane in the Hudson," the Twitter message says. "I'm on the ferry going to pick up people. Crazy."

Reuters, the world's largest international multimedia news agency, has four office buildings located right next to the Hudson River. The plane crash was visible from the office windows.

No one at the office thought to pick up a camera. The ordinary person beat Reuters to the breaking story.

"We've all got cell phones, we can all tweet," Mathison says. We are living in an interesting time, he says. We are living in a Renaissance period that began when Thomas Alva Edison invented the phonograph, giving us a chance to freeze sound in time.

"Renaissance periods give you the opportunity, an unprecedented opportunity, for social change," he says. "There's a much bigger phenomenon going on here...too many revolutions to be a coincidence."



-Photo by Scott Stewart

Mathison explains how independent journalism can thrive.

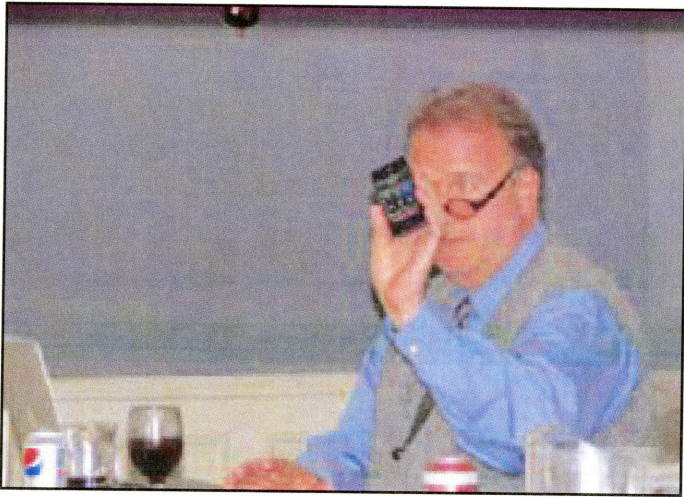


# Tompkins reveals new indie media tools

Patrick Favara

**S**peaking to a group of UNO journalism students, Al Tompkins, broadcast and online group leader at the Poynter Institute, says technology and expertise will create jobs for journalists. "If you are smart enough, good enough and persistent, you are going to find work," he says.

Tompkins shared what he says is a "bright future" for an industry that many have said is in decline. Using technology as his reasoning, Tompkins spent all of three hours giving a presentation of the most significant new journalism technology, something he said is creating a new era of journalism. "It's gonna get real cool, real soon," he says.

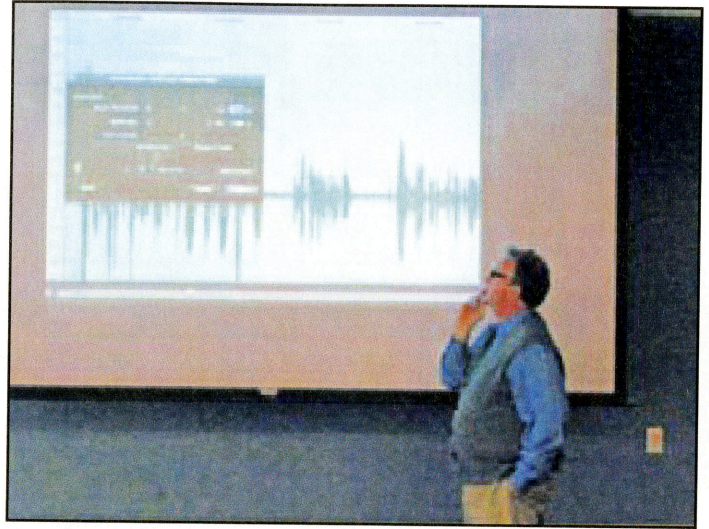


**Tompkins says common devices being equipped with video, photo and instant internet access are making independent journalism cheap, affordable and easy.** - Photo by Andrea Ciurej

He rattled off a plethora of different software, tools and devices, with some as basic as Twitter and flip cameras and others reminiscent of James Bond or "Mission Impossible" gadgets.

The tools included programs such as Mac's Final Cut Pro and VideoCue Pro for video blogging, Flip Video Camcorder, going wireless in 2010, to produce on-the-go video footage in HD; Livestream, an online guide to broadcast your own video channel; and a LiveU pack, which enables live, wireless, high-quality multimedia transmission from any location.

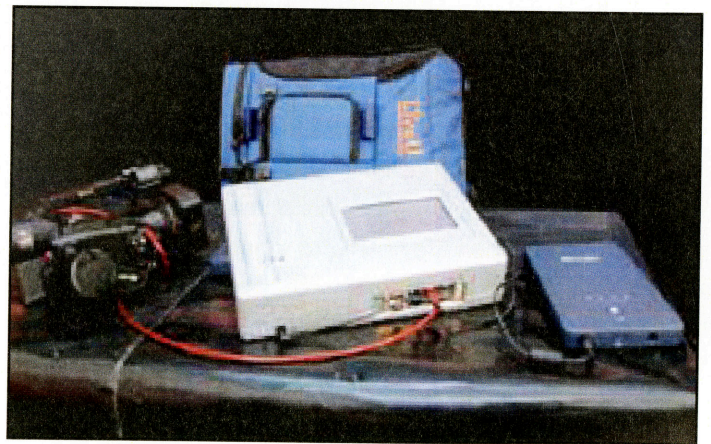
Others include Mac's SoundtrackPro to eliminate background noise and restore audio in your footage; and



**Tompkins demonstrates the uses of Mac Soundtrack Pro**  
- Photo by Patrick Favara

iBypass, an online program used to bypass blocks, or censors on websites. Much of the footage from Iranian protests was available because of iBypass.

Tompkins says even with all of this technology, it would still take something more to be successful in an increasingly competitive and independent industry. He says it still comes down to the same principle that has always fueled journalism. "It's all about the story," he says. "If the story is strong, people will watch."



**The LiveU pack allows a live broadcast feed without the need for expensive broadcast vans and teams.**



# Hugh Cowdin receives OPC educator award

Chip Kalina

**T**he Omaha Press Club Foundation honored Dr. Hugh Cowdin, professor and chair emeritus, with the Journalism Educator Award. Cowdin received the award during the annual OPC Scholarship Awards Ceremony April 16 at the Omaha Press Club. In its second year, the award is given to a journalism teacher who has made a significant impact helping journalists and communicators.

Dr. Dave Ogden, a member of the OPC Foundation and UNO faculty, says Cowdin is receiving the award for his tremendous impact not only on students, but also on UNO as an institution, Omaha as a community and journalism as a practice.

"He was one of my mentors when I was a graduate student, and he and Dr. Bob Carlson were instrumental in getting me started in my field of research, which has turned into a lifelong obsession," he says. "He has had such an impact on thousands more."

Cowdin taught journalism at St. Joseph's College and Duquesne University before moving to Omaha in 1968 and becoming chair of the Department of Journalism at UNO. In 1975, the journalism department merged with the speech department to become the Department of Communication.

"I enjoyed working with students at UNO very much, particularly when we merged because I was able to work with a variety of students and faculty," Cowdin says.

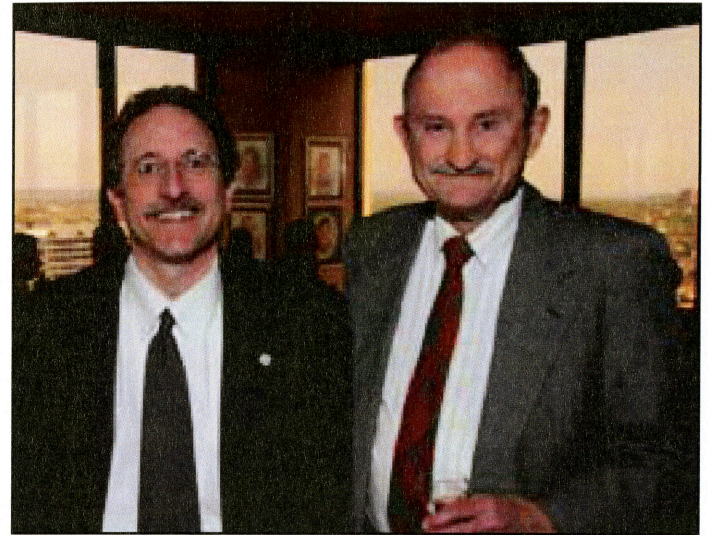
As department chair, Dr. Cowdin hired numerous professors including Dr. Bruce Johansen. When Johansen arrived in Omaha for an interview from Washington State in 1982, the airline lost his suitcase, which somehow made it to Paris. Cowdin bought him some essentials and took him to dinner at the Omaha Press Club.

"He told me to get the prime rib," Johansen says. "It was the best steak I've ever had." Cowdin hired Johansen that year, and they worked together to develop strong journalists.

"He has always been one of my favorite people," Johansen says. "We all owe a debt to those who came before us, and there have definitely been some great ones."

Cowdin also guided graduate students working on their master of arts degrees. Both faculty members Hugh Reilly and Karen Weber earned their bachelor's and master's degrees from UNO and were taught and mentored by Cowdin.

"Cowdin was a demanding but fair professor who



**Dr. Jeremy Lipschultz congratulates Dr. Hugh Cowdin on his OPC Educator Award.**  
- Photo by Howard Marcus

inspired me with passion and wisdom in journalism ethics and law," Weber says. "He served as a role model for me as I further developed my own teaching skills." Reilly echoed these sentiments. "The first word that springs to mind when I think of Dr. Cowdin is 'scholar,'" he says. "He is a marvelous professor and an even better human being."

His career and work at UNO left Cowdin with great memories and friends. He retired in 1995 but remains close to the school and its faculty. In May 2009, Cowdin received the Director's Award at the School of Communication graduation breakfast.

"The School of Communication is a tremendous academic unit today because Dr. Cowdin built the foundation for growth and academic excellence," says Dr. Jeremy Lipschultz. "For the many years he chaired the department, Dr. Cowdin was a model of how to balance excellence in work with quality family and social time."

Since retiring, Cowdin has been a volunteer at the Jesuit Middle School and continues to serve on the education committee of the Omaha Press Club. He is also a member of the board of directors and president of Journalism Education Inc., created before the founding of the Omaha Press Club Foundation.

"I would like to be remembered as an effective teacher and a person who dealt fairly with the faculty and staff over my 22 and a half years as chairman," Cowdin says. "It was very gratifying to help build an academic department from the beginning."



# Franklin receives national broadcasting award

Patrick Favara



- Photo by Chris Massara

**D**r. Robert Franklin is a man on a mission, and the Corporation for Public Broadcasting found his mission worthy of encouragement.

Franklin, general manager of KVNO-FM/UNO-TV, received a My Source Education Innovation Award and \$3,000 grant from the CPB on March 20 in Washington, D.C.

He formed and leads the Omaha Kids Coalition, a public-service media initiative devoted to integrating local commercial media outlets with nonprofit organizations to raise awareness for issues

affecting area youth, including childhood obesity, Type II diabetes and poverty.

Franklin says he appreciates the recognition by the CPB, but says the initiative is simply in accord with the university's mission.

"All faculty and staff are encouraged to commit themselves to doing community service that goes beyond the classroom, that reaches into the community, to give UNO a greater presence in the urban community beyond the campus," Franklin says. "As part of my obligations as a faculty member, I felt that this would be a good initiative because it is consistent with the university's mission, for all staff and faculty members."

"When I leave the campus, I am still a rep of UNO and when I am in the community, I am a rep of UNO," he adds. "So, my job doesn't end when I clock out at the end of the day."

The CPB is not alone in recognizing Franklin's initiative. Chancellor John Christensen also praised Franklin for his work in the community.

"Civic engagement is vital to our mission, and we thank [Franklin] for all [his] efforts on behalf of our students, our community and the children this project will impact," Christensen says.

Franklin united commercial media outlets such as The Reader, The Omaha Star, WOWT-TV, KETV-7, KPTM-42 and KMTV-3 with non-profits such as Voices for Children/Omaha, Omaha Community Foundation, United Way Omaha, the University of Nebraska Foundation, Live Well Omaha Kids and the Nebraska Children and Families Foundation.

The collaboration begins at UNO's College of Communication Fine Arts and Media with UNO-TV's B.J. Huchtemann and Mark Dail set to develop and share creative ideas and campaign messages, while CFAM's Art and Art History Department produces the campaign's brand look and feel. Franklin says each partner has a role to play. Organizations such as Live Well Omaha Kids contribute childhood-development expertise, while local television stations and print media disseminate to large masses of individuals information about youth and populations in our community that Franklin says are underrepresented in media.

"We started to develop ideas in which we can package promotional public service announcements that would be broadcast on media in this area that would be addressed specifically to health issues impacting our youth," he says.

John Heaston, owner, publisher and editor of The Reader says this type of combined effort in media is rare.

"From my perspective, it was historic," he says. "Top executives from the major television networks gathered together at Dr. Franklin's request and agreed to independently focus some of their news coverage on childhood issues in the metro area, specifically healthy eating."

Franklin agrees with Heaston.

"When broadcasters can put aside ratings and say this is for the public and that our youth, in fact, are so valuable, that we put them ahead of ratings and/or profit," he says. "I think that's remarkable on any level."

Franklin says the next step is hiring a liaison, someone who can work with other organizations, both nonprofit and commercial media, to consistently coordinate the messages among him and the other participants.

**Continues on page 18**



# OPC Foundation recognizes Smith for 30 years of excellence

Joanna LeFlore

**Z**oom. Focus. Click. It's the minor moves he takes to capture moments that ignite memories, leaving the viewer captivated in its emotion. This is the remarkable skill demonstrated by the first black graduate from UNO's journalism program.

The Omaha Press Club Foundation awarded Rudy Smith the Career Achievement Award April 16 for more than 30 years of dedication in photojournalism. Smith built his career capturing memories and nostalgic moments in Omaha's history.

At 16 years old, he experienced a dramatic change when his stepfather died, leaving Smith as head of household to provide for his family. Smith overcame numerous challenges early in his life—homeless for a period of time—to earn a college degree at UNO.

During his collegiate career, Smith played a major role in creating and leading monumental movements on campus. He advocated on behalf of African-American students and other minority groups by initiating and helping pass legislation to eliminate discrimination in UNO's housing policies.

Smith helped campaign for the merger of all Nebraska university-level institutions into one system to provide more degree programs and scholarships. His main goal for this innovation was to help students move from "isolation to decent exposure," Smith says.

In the late 1960s, at the height of the civil rights movement, Smith, along with his peers, wanted to establish the Department of Black Studies at UNO. Smith contacted Howard University to request its guidance in drafting the legislation to establish a department, and provided the rationale for setting one up at UNO. Smith says he contacted Howard University because he wanted to model after the leading institution of



**Dr. Warren Francke commends Smith for his OPS Lifetime Achievement Award** - Photo by Howard Marcus

Black Studies at that time.

Although Smith championed many efforts through his charitable activism, he often had to work behind the scenes.

"Because I wrote for the (Omaha World-)Herald I couldn't actively be out in front," Smith says. "I wrote for the Gateway to get the word out. I was able to articulate what was going on in the black community."

Smith found ways to use his journalism skills to advocate humane causes as well as participate in national movements for civil rights and education.

"My involvement at UNO was an extension of civil rights in the '60s. There was a lot of racism, injustice, inequality and bigotry at that time," Smith says. "I was committed to helping Omaha stay away from what I saw on television."

Witnessing those experiences in the news sparked Smith's passion for journalism. When he arrived at UNO, Smith maintained a lot of responsibilities. He was providing for his siblings, supporting citywide civil rights through the NAACP and representing a triumphant culture during stressful times. He says UNO helped make it all possible.

"In my life, hunger and homelessness opened my eyes to what needed to change," Smith says. "College was a proper vehicle to make changes permanent."

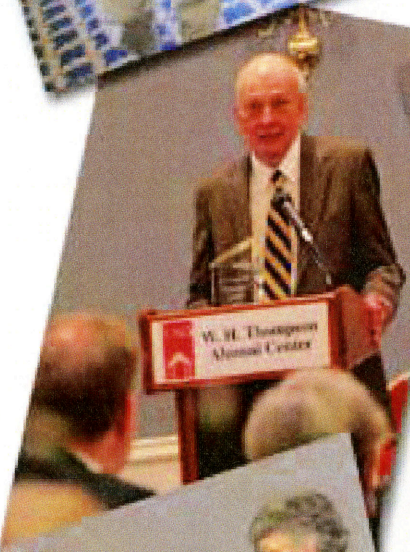
**Dr. Hugh Cowdin, far left, and Rudy Smith, far right, pose with the 2010 OPC scholarship winners from Creighton, UNL and UNO.**

- Photo by Howard Marcus





# COMMUNICAT





# ON WEEK 2010

55th Annual Awards Banquet  
& 3rd Annual Graduation Breakfast





# School honors long-time broadcaster, motivational speaker

Jeff Schmid

From covering Gemini and Apollo manned-space flights, to being CEO of a corporate communications company, Mort Crim has established himself as a broadcast journalism pioneer. To honor his accomplishments, the School of Communication awarded Crim, a long-time broadcaster and motivational speaker, the 2010 Lifetime Achievement Award at the April 29 Awards Banquet.

The Lifetime Achievement Award goes to a UNO graduate who makes extraordinary contributions to the field of communication. "It's always an honor when your alma mater decides to recognize the work that you've done over the years; it's humbling," Crim says. "I'm happy to accept it and it has to make a person feel good to believe that what he's accomplished has been significant enough, at least in somebody's eyes, that they're willing to give you an honor like this."

Crim's career began as a writer for the Air Force. After completing his military duty, he created and delivered three daily radio programs broadcast across the nation. Crim has been a broadcaster for radio stations from California to New York and served as a national correspondent for ABC. His voice described the first moon landing to the ABC audience, and Crim covered all manned-space flights from Gemini 3 through Apollo 12. He has served as senior editor and anchor of evening newscasts in Detroit, Chicago, Philadelphia and Louisville, Ky., and his evening newscasts were twice named best local TV newscast in America by United Press International.

Crim earned his master's degree in journalism from Northwestern, and has been inducted to that school's Medill School of Journalism's Hall of Achievement. He is also a member of the Broadcast Hall of Fame in Pennsylvania and Michigan. In addition to his work in broadcasting, Crim has published seven books, presented countless motivational speeches and is CEO of Mort Crim Enterprises Inc., a corporate communications company that handles his writing, speaking and broadcast activities.

"I love everything I do. I've never been one to look back with regret," he says. "When I was doing TV news anchoring, I enjoyed that very much, and when it was time to move on and do something else, I never looked back. Life changes but that doesn't mean it has to change for the worse. If you approach it correctly, you can get value, joy and happiness out of each new chapter."

After Crim closed the chapter on his broadcasting career, he began working as a motivational speaker and continues to author original works. These speeches are less concerned with lecturing about the profession and serve more to guide and motivate the audience.

"My speeches really deal with how to bring quality to your life and how to define what it is you're searching for and how to recognize it when you get it," Crim says. "It's a lifelong quest we're all on, and I just try to share my experiences and



- Photo courtesy of Mort Crim Enterprises Inc. the experiences of people I've encountered and interviewed as a journalist."

The industry has advanced in journalism and broadcasting throughout Crim's career, and he doesn't see that changing any time soon. Since Crim began his career, the industry has evolved to degrees he never imagined, but he thinks it will continue to provide opportunity to those who work hard.

"Media is changing so rapidly that there will be opportunities, particularly in delivery methods, you can't even anticipate right now," Crim says. "But I think the important thing is to be constantly preparing yourself and honing your skills for what it is you want to do."

Crim believes the key factors to becoming a top-flight journalist revolve around a person's ability to write, interview, get at the facts and truth and to present that information in a way that is meaningful to people.

"Whether the methods are delivered through an iPod, computer, website or some technology that doesn't exist today is irrelevant. The important thing is content," Crim says. "Content is always the driver in journalism, and that part hasn't changed."

Crim has been recognized by industry peers and continues to inspire professionals in the field of communication. However, when Crim reflects on it all, it was his work to help others that he hangs his hat on.

"I think where we've been able to, as journalists, shine a spotlight on some of the things going on in society that needed to be exposed as well as providing insight and help to people in their daily struggles," Crim says. "[It] would be the hallmark of my work as a journalist."



# Understanding human behavior key to success

*Zak Davis*

Whether responding to a plant explosion or launching a new product line, Teresa Paulsen first considers human behavior. Her study of human behavior became an integral part of her graduate studies at UNO.

"We try to think about root cause here a lot," says Paulsen, vice president of corporate communications at ConAgra Foods. "That helps us predict what our audience's reaction might be to something the company says or does. In my studies at UNO, I found that many of my classes and readings were, at their core, about human behavior."

Paulsen, who earned her master of arts in communication from UNO in 2000, says she appreciated the fact that courses were aimed at responding and adjusting to human behavior. It allowed her to think and act quickly, something that she is required to do every day.

"You have to be ready to think clearly, draw upon your experience and knowledge, and make decisions and recommendations quickly, certainly before you have all the information you'd like to have," she says. "There was a cross-cultural communication class I took that I really liked because it opened my eyes to the fact that if you really want to communicate, you have to do it on your audience's terms."

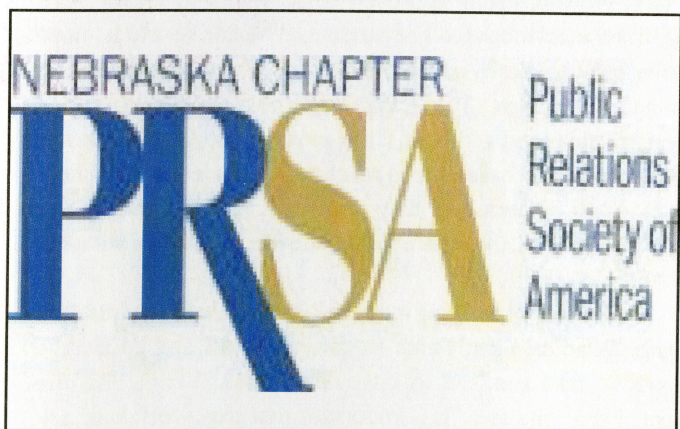
When the Slim Jim plant in North Carolina exploded in June 2009, Paulsen was the main contact point for all members involved, including news media, ConAgra and the population of Garner, N.C.

"This was an incredible tragedy, but I knew from the first minute that we would do every responsible thing we could possibly do in reacting to it," Paulsen says. "I just did my part in making sure that reaction, as well as what we were doing and how people could get help, was known. Crisis communication will teach you really quickly that you need to have specific, actionable communication about what's happening, what's being done, what's next."

Paulsen believes an education from UNO is a valuable asset in today's work force.



Nebraska PRSA named Teresa as its 2009 professional of the year, for her work at ConAgra Foods. -Photo courtesy of ConAgra



"My perception is that the University is getting a much better reputation for very solid education as well as progressive programs," Paulsen says. "I know that some programs are reaching out into the community to draw upon experts in various fields, whether it's for one-day workshops or guest lecturers, and I think those are great opportunities for students to meet people in the professions they are pursuing."

Paulsen says she is thankful for the experience and opportunities UNO presented her.

"I'm really lucky in my job," Paulsen says. "I've got a great team of people who handle everything from employee communication, media relations, community relations, customer communication, some investor communication and corporate giving. I really appreciated the course work and the opportunities."



# New faculty member embraces new home at UNO

Tiffany Price

During Chin-Chung "Joy" Chao's first visit to the UNO campus, the bell tower caught her eye. "If you translate my name, it is 'Golden Bell,'" Chao says. "This was a sign."

She loved how she felt connected to the campus already by her name. She also loved the "walking environment" that the campus has to offer. Despite being drawn to the campus, Chao struggled with the choice. Moving to Omaha from Kaohsiung, Taiwan, a city of 2 million, marked a tremendous adjustment. "The first thing I did was buy a GPS," Chao says after one of her first adventures in Omaha.

However, Chao says the faculty in the School of Communication has made her feel more at home. "You love this place from the start," she says.

Dr. Jeremy Lipschultz, director of the School of Communication, made Chao feel at home immediately during her first visit to Omaha. "He introduced me to many people," she says. "He even took me to a Chinese restaurant so I could ask people about the environment."

Chao's introduction to the UNO School of Communication faculty was welcoming as well. Members of the faculty made her feel welcome and made her want to better herself as a teacher. "Here, you can see teachers work very hard," Chao says. "They make me feel I need to work harder."

She says the faculty is very supportive and helpful. "They are like a family to me." Chao joined the school's faculty in Fall 2009. She taught a graduate quantitative research class and a leadership experience class this spring semester. She is teaching the mass communication research class during the summer session.

Having the freedom to do her research without the cultural barriers of gender bias in her home country has made the transition to Omaha easier.

Being a woman who wants to do more in leadership roles and research is not seen as acceptable to Taiwanese culture. It was not looked upon as a respected profession for women in Taiwan. "Chinese culture focuses on males," Chao says. "They discredit daughters like the water you spray out."

Chao made a choice to come to UNO, and after the end of her first year, she is feeling more at home.

Chao enjoys being able to combine her love for teaching with her passion for research. The campus has been a good fit for her. She appreciates having time to work on her research as part of the job. The School guaranteed 25 percent of time to go to research, Chao says.

Her research has led to winning the 2009 Emerald/EFMD Outstanding Doctoral Research Award for her work on her dissertation, "Cultural Values and Anticipations of Female



Dr. Chao leads discussion with a group of communication students.

- Photo by Tiffany Price

Leadership Styles in Non-profit Organizations." The dissertation focused on showing how women are unappreciated in their female leadership roles. She began to conduct research into the "The Queen Bee Syndrome," which asserts that females do not want to provide opportunities for other females. Chao explains it is when women who are in high leadership positions lose sight of gender inequalities in the workplace. They no longer see leadership positions with women as hard to come by. They see only that they are equal to their male peers. They don't see gender racism within the working world. Chao says, "I really feel that gender discrimination is more of a problem than racial discrimination."

Chao is also interested in researching teaching strategies. She received a University Committee on the Advancement of Teaching Award, which provides funding to encourage faculty members to develop teaching strategies. "I think that's needed," she says. An interesting approach Chao wants to know more about is how to motivate her students. "I want to use a more creative way to teach them instead of the Chinese way of teaching," Chao says. She starts each class session by using several practices and activities. Chao explains the Chinese way of teaching does not challenge the teacher, and students must show their teachers respect, as if they are family. Teachers seldom use discussion activities; they just provide knowledge and the students must apply it.

This way of teaching is not the way she wants to treat her students. Chao says she wants to talk much less and encourage students to take the lead in class discussions. "I really like the students here," she says. "It is important that they work hard, ask questions and we really feel a mutual interaction."



# Lambda Pi Eta continues to grow its chapter

Barry Glynn

**L**ambda Pi Eta, the honor society for communication students, plans to apply for the "Rookie of the Year" Award for 2009-2010. The School of Communication founded its chapter in 2009 and has built a solid foundation for helping students connect to professionals in the field of communication.

"We want to be a professional development organization, as well as a fun-filled organization," says Andrea Ciurej, 2009-2010 co-president and new alumna. "We want to bring in communication professionals to help students learn where they need to go in their studies."

Students can also learn best practices from each other. The chapter held an informal lunch March 28 for members of the Wayne State chapter, which provided an opportunity to discuss and exchange ideas.

In addition to professional development, members also worked on community projects. Members volunteered

their time at Earth Day Omaha on April 17. During the fall semester, the chapter held a coat drive on campus, collecting two car loads of used coats for the Lydia House, a women's and children's shelter.



UNO and Wayne State Lambda Pi Eta members discuss the future of their chapters over lunch. - Photo by Andrea Ciurej

## Teaching Award money and technology funds enhance UNO

Tiffany Price

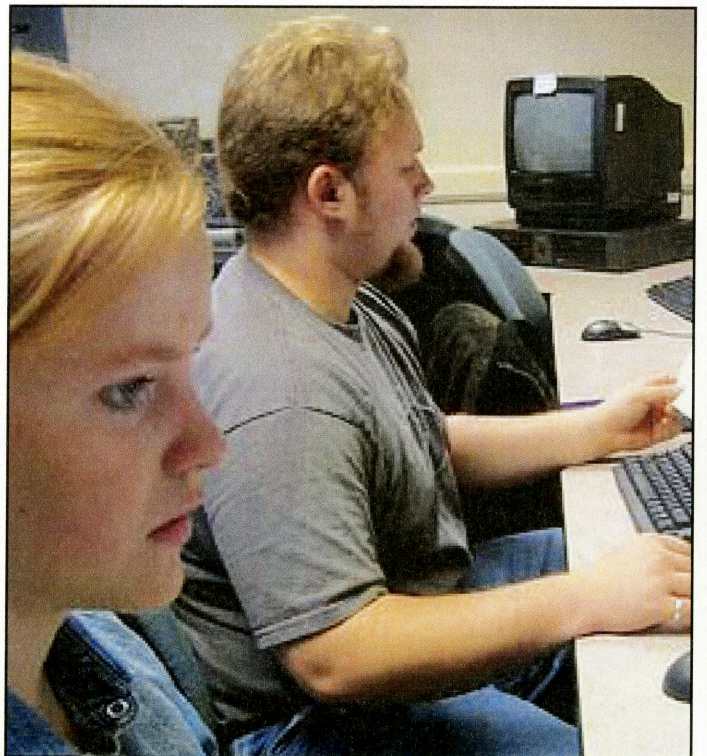
**T**he UNO Speech Center is installing new computers this summer, as consultants expand services. UNO technology funds in the College of Communication, Fine Arts and Media support replacements of computers every three years in labs. This year, \$18,000 was allocated to the center. At the same time, speech communication faculty allocated \$5,000 from the \$25,000 University of Nebraska Departmental Teaching Award for other projects.

This decision is especially gratifying for Dr. Karen Dwyer, Reilly Professor and assistant director, whose vision helped create the Speech Center and who oversees its operation. "I feel like this has really helped the students with their speech-giving skills," she says. Plans call for a new digital display outside the School of Communication and a new classroom for recording speeches, Dwyer says.

Dwyer says the teaching award also will fund the purchase of a video camera with hanging microphones for upper-level speech courses. The students then will be able to watch themselves and set goals for making improvements on future speeches.

"Research shows when students view a recording of their own speeches and then set goals for a next speech, they gain more public-speaking skills than in taking a speech

class alone," Dwyer says. "It really doesn't hit you how well you did until you watch yourself."



Students use the school's speech center computers to enhance their speaking skills. - Photo by UNO Speech Center



# National Broadcasting Society recognizes Buda

Chip Kalina

Josh Buda, president of the UNO chapter, received the grand prize video award from NBS – Alpha Epsilon Rho at the 47th Annual National Undergraduate Student Electronic Media Competition March 13 in Dallas.

Buda's video feature, "Poppin' Penelope," tells the story of a balloon artist who shows off her talent at restaurants and parties wearing 1950s hoop dresses and apparel.

Buda enjoyed the challenge of the project and found the work to be rewarding.

"I think the most rewarding part about this project was that I was able to capture the whimsy and fantastic essence of balloon art, present it to a television audience and then be recognized for my journalistic work," Buda says. "To me, cameras and editing software are like paint brushes and the television screen is my canvas. So, being awarded for a feature that I am very proud to have my name on inspires me to continue expanding my horizons as a journalist and improving my craft as a storyteller."

The NBS chapter also received honorable mention at the competition in the video comedy program category for "Mavin' Around."

Buda created "Mavin' Around," a half-hour comedy and entertainment program, with NBS secretary Josh Gray.

They wanted to create a program that would give all their members active producing roles.

"Josh Gray and I discovered, as the semester progressed, 'Mavin' Around' was inspiring NBS members to think creatively and meet deadlines," Buda says. "Ultimately, this allowed everyone involved to apply their knowledge outside of the classroom and make the most of their college experience."

NBS plans on producing more episodes of "Mavin' Around" and encouraging its members to make the most out of their college experience. It also hopes to bring in guest speakers who will provide a foundation for understanding the complexities of the industry and how to prepare as a journalist for the future.

Buda would like to air "Mavin' Around" on The Knowledge Network (TKN), which primarily features educational programs.

"We hope that by initiating a new program aimed towards comedy and entertainment," Buda says, "we can produce something that college-aged demographics will enjoy watching while still maintaining the guidelines of the network."

-Photo courtesy of Josh Buda





# Alumni Association picks Reilly for faculty award

Tiffany Price



Reilly with Chancellor John Christensen; Lee Denker, director of the Alumni Association; and Gail Baker, dean of CFAM.

- Photo by Tim Fitzgerald

**T**he UNO Alumni Association awarded Hugh Reilly the 2010 UNO Alumni Outstanding Teaching Award for the College of Communication, Fine Arts and Media.

Reilly, an associate professor, received his bachelor's degree in journalism in 1978 and a master of arts in 1997 from UNO. He began his career working at the Omaha World-Herald as an advertising account executive in 1978. He landed the job while he was at the end of his last semester of college. Reilly enjoyed his job at the Omaha World-Herald, but he realized that he needed to expand on his experience.

Before becoming the director of donor services at Boys Town in 1992, he worked in Chicago, Washington, D.C., and Phoenix. He directed the Boys Town's Donor Services until 2001, when he joined the UNO faculty. Reilly didn't realize his passion for teaching until he began teaching full time.

"I didn't know what I wanted to be when I grew up," Reilly says. "This is it."

Reilly brings his 25 years of professional experience into the classroom. "I love the challenge of teaching," he says. "I haven't just done this in theory. I have done this in real life. Hands-on experience is important."

Among the courses Reilly teaches are Public Relations Case Studies, Advanced Creative Advertising, Literary Journalism and History of Mass Communication. He also supervises the school's Internship Experience course and every other year teaches a two-semester Communication Workshop course where students create a campaign for the National Student Advertising Competition.

Reilly follows the footsteps of his late father, Robert Reilly, who taught journalism and public relations courses at UNO from 1973 to 1988.

"My father was very well known," Reilly says. "I never intended to teach, but this is where my talents lie. When people say, 'You're just like your father,' I feel that is a great compliment because there is no one I admire more than my father."



"Right now, there is a staff of one," he says.

Paying for a new position may be hard, as the \$3,000 grant awarded by the CPB is the only funding available, but Franklin hopes corporate sponsors will eventually get on board.

"I am too optimistic to believe that such a good idea will not attract funders," he says. "I think when you are talking about children and the future of our children, I think every business sees that as good business."

Private donations are only one of the funding avenues Franklin seeks. Jodi Knight, corporate relations specialist for the Nebraska Children and Families Foundation, says she is assigning team members to research grants for Franklin to review, and he says every cent counts.

"The kids are our future, every dollar, every nickel, every cent that we can invest in our children, I believe ensures a brighter future for this community...this state," he says. "And I think in the long term, the nation and the world."

## PRSSA promotes health issues

More than 200 students attended "It Eats Away at You," a UNO PRSSA-sponsored event to draw attention to eating disorders and their effects on college-age students. The event featured a talk by Kaylin Ohlers, a 21-year-old UNO student who has suffered from anorexia for 11 years and a panel of health and counseling experts. Partners included Omaha

Children's Hospital & Medical Center, Omni Behavioral Health and UNO's Counseling Center, Student Health Services, Chancellor's Commission on the Status of Women and the Women's Resource Center.

The chapter also held its annual National Organ Donor Awareness campaign to help the campus community become better advocates of organ donation. "Go Green: Donate Life" began with a panel on April 20 composed of Nebraska Organ Recovery System officials and Sarah Prenosil, a 2009 UNO graduate who received a heart transplant at age 14. The campaign concluded with events on the Student Center Plaza featuring a "Build a Life" contest, a speech by a 22-year-old kidney transplant recipient and a musical performance by Taylor Burkum. The team partnered with the UNO Environmental Club for an Earth Day theme and received support from the Chris Klug Foundation and Donor Dudes, a high school and college group that promotes organ donation advocacy on campuses.

"I'm very proud of our students who continue our tradition of service to the campus and community," says Karen Weber, PRSSA faculty adviser. "It's rewarding to see senior leaders working with new members and working together as a team."

## Mav Solutions tours NYC

Harold Burson, founder of the global PR agency Burson-Marsteller, shared life lessons and career advice with six senior account executives from Maverick Solutions, UNO's student PR firm during a spring trip to New York City. The visit, arranged by alumnus Paul Critchlow, vice president of public markets for Bank of America Merrill Lynch, also included a tour of the Families of 9-11 Tribute Center and a film of Merrill Lynch's crisis communication plan in the aftermath of the terrorists' attack.

The trip, paid for by funds raised through client fees, also included sitting in on a lecture at New York University by Fraser Seitel, author of "Public Relations Theory and Practice." Students participated in class discussions on media relations and crisis communication.

Maverick Solutions account teams worked on a variety of campus and community client projects during the spring semester including the 2010 ConAgra Foods' Scouting for Food. The team helped with branding, event planning and media

relations, helping to increase collections by more than 27,000 food items. Students also created promotional materials for UNO Building Bright Futures, an initiative to increase school attendance and the Transformation Project, a program to reduce recidivism for ex-offenders.



**Maverick Solutions team gathers at top of Merrill Lynch near Ground Zero** - Photo by Yan He



## NSAC integrates social media

Advertising students presented their campaign aimed at reaching independent 18 to 25 year olds to become State Farm Insurance policy holders on April 30th in St. Louis.

Team members have been working since fall semester, researching, planning and executing their integrated marketing campaign that showcases print, radio and television ads, outdoor signage, public relations, guerilla marketing and social media tactics.

"What I have learned in National Student Advertising Competition is valuable to my future interest in social media and agency work," says senior Juan Carrillo. "I had the chance to research the Latino, gay and Generation Y markets and how these all need insurance. With social media, I had the pleasure of persuading my teammates of using new media, such as Foursquare, and introduced them to geo-social networks. This is the 'big' trend for 2010."

Team members are Anna Berlett, Juan Carrillo, Tracy Hamann, Sara Hochstein, Rachel Hohman, Taylor Irish, Kevin Laurenti, Tom McCauley, Heather Nasif, Kayla Vavra, Matt Wilson and Jenna Zeorian.



Reilly prepares NSAC team. - Photo by Chris Massara

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## Alumni Updates

**Lindsey Carsey**-Graduated: 2008, BS Broadcasting  
Lindsey serves as account director for Orthopedic Marketing Group, a full-service agency that provides marketing, advertising and public relations services to orthopedic surgeons across the country. Carsey recently also was promoted to account director. She will now be responsible for managing projects for clients; everything from rebranding campaigns to advertising to e-newsletters and media relations. She also will be producing training videos for clients.

**Gina Svendsen**-Graduated: 1997, BS Journalism  
Gina recently presented a Universal Information Services data analysis, led by media monitoring innovator Todd Murphy.

**Kevin Warneke**-Graduated: 1994, MA. Communication  
Kevin published an article in the latest edition of Grassroots Editor, which is published by the International Society

of Weekly Newspaper Editors. It focused on the challenges community newspapers have in finding mentors. The article was written for a doctoral seminar, which is part of his program with Department of Agricultural Leadership, Education and Communication at UNL.

**Jillian Speake**-Graduated: 2002, BA Journalism- Public Relations/ Advertising

Jillian, who served as director of public affairs at Kirtland Air Force Base in Albuquerque, N.M. is headed to Washington, D.C. Fellowship.

**Amanda Wagner Buzzell**-Graduated: 2004, BA. Journalism- PR/Advertising

Amanda teaches online classes in the Professional Writing Program at Grant MacEwan University in Edmonton. "I'm looking forward to the term that begins in May, as I will be teaching the public relations course in the classroom," she says.



# School of Communication

## Mission

The School of Communication provides a student-centered, dynamic environment designed to elevate, empower, and engage students to become skilled, ethical citizens and professionals who can excel in diverse local and global communities.

## Vision

Our vision is to be a recognized leader in innovative teaching, leading-edge research/creative activity, and community engagement initiatives. We will achieve this by supporting and attracting exceptional faculty and outstanding undergraduate and graduate students from within and outside the metropolitan area.



Postage  
Information

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**College of Communication, Fine Arts and Media**  
**School of Communication**

Broadcasting - Journalism - Speech Communication

6001 Dodge St. ASH 140

Omaha, NE 68182-0112

Phone: 402.554.2600

<http://communication.unomaha.edu>